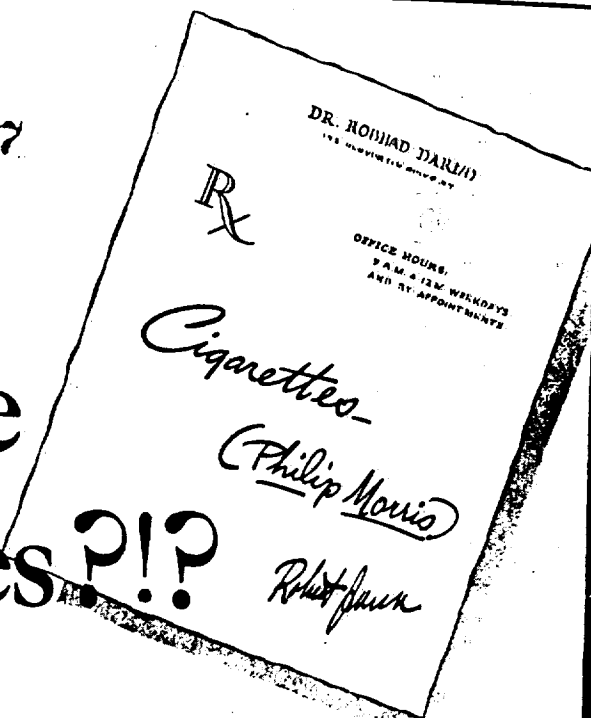


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What!— Prescribe Cigarettes?!?



It's protection for smokers
who inhale—

and all smokers do sometimes

RECOGNIZED laboratory tests have conclusively proved the advantage of Philip Morris over other cigarettes, i.e.

The irritant quality of the smoke of four other leading brands averaged more than three times that of the strikingly contrasted Philip Morris.

Further—the irritant effect of such cigarettes was observed to last more than five times as long.*

PHILIP MORRIS

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*Facts from: Proc. Soc. Exp. Biol. & Med., 1934, 32, 241-245; N. Y. State Jrl. of Med. Vol. 35, No. 11, 590; Arch. of Otolaryngology, Mar. 1936, Vol. 23, No. 3, 306.

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